

ABSTRACT

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| Title: | Ice Hockey Match as a Means of Marketing Communication |
| Objective: | Analyse of individual sports advertisement types realized through hockey match from sponzor's perspective. |
| Methods: | Qualitative research, case study, personal questionnaire, observation |
| Results: | Analysis evaluation of individual sports advertisement types. |
| Keywords: | Sports marketing, marketing communication, advertisement in sport, sponsorship, ice hockey |